

## ABSTRACT OF THE DISCLOSURE

5 A method and system for identifying and sorting items  
of content, such as product/service reviews in a database  
coupled to a distributed communication network such as the  
Internet. Content from the database is displayed on a  
client display connected to the database over the network.  
10 An interactive element associated with the displayed  
content item is provided on the client display, which a  
user clicks to indicate that the user has found the  
displayed item helpful (such as in determining whether or  
not to purchase or to use a product/service in the case of  
a displayed product or service review). The database keeps  
track of the number of indications and stores the number  
as a count of the number of indications for the content.  
15 The number of indications associated with an item of  
content on the client display is then displayed together  
with the content. A client may sort content items  
according to the number of indications received.